## CLAIM AMENDMENTS

1-13.  (canceled)


14. (currently amended)  A method comprising:

receiving at a user device an indicator ~~hot key~~ signal from an interactive television service provider's network, the indicator ~~hot key~~ signal indicating availability ~~and a location~~ of alternate content and containing data representing an indicator hot key form;

determining, at the user device and independent of any request by a user of the user device for the alternate content, whether the indicator ~~hot key~~ signal is relevant to a user viewing original content provided by ~~from~~ the interactive television service provider's network; and

responsive to determining the indicator ~~hot key~~ signal is relevant to the user, displaying on a screen an indication that the indicator ~~hot key~~ signal has been received, the indication corresponding to the data representing the indicator ~~hot key~~ form,

wherein subject matter of the alternate content is different from subject matter of the original content; and

wherein the determining is based at least in part on one of the following:  a channel providing the original content presently being viewed by the user; choice of content type selected by the user in viewing the original content; and genre of the original content selected by the user.


15. (currently amended)  The method of claim 14, wherein the data representing the indicator ~~hot key~~ form indicates one of a plurality of possible indicator ~~hot key~~ forms.


16. (currently amended) The method of claim 14, wherein the data representing the indicator ~~hot key~~ form comprises a graphic.


17. (currently amended) The method of claim 16, wherein the graphic is displayed on the screen as the indication that the indicator ~~hot key~~ signal has been received.

18. (original) The method of claim 17, wherein the graphic is pre-selected by the user.

19. (currently amended) The method of claim 17, wherein the graphic is included in the indicator ~~hot key~~ signal.

20 - 44. (canceled)

45. (currently amended) A system comprising:

a tuner, receiver, and demodulator portion and a demultiplexor portion to receive an indicator ~~hot key~~ signal from an interactive television service provider's network, the indicator ~~hot key~~ signal indicating availability and a location of alternate content and containing data representing an indicator ~~hot key~~ form; and

a processor coupled to the demultiplexor portion to determine whether the indicator ~~hot key~~ signal is relevant to a user viewing original content over a channel provided by ~~from~~ the interactive television service provider's network, and responsive to determining the indicator ~~hot key~~ signal is relevant to the user, displaying on a screen an indication that the indicator ~~hot key~~ signal has been received, the indication corresponding to the data representing the indicator ~~hot key~~ form;

wherein the determining is independent of any request by the user for the alternate content;

wherein subject matter of the alternate content is different from subject matter of the original content; and

wherein the determining is based at least in part on one of the following:  the channel providing the original content presently being viewed by the user; choice of content type selected by the user in viewing the original content; and genre of the original content selected by the user.

46. (currently amended) The system of claim 45, wherein the data representing the indicator ~~hot key~~ form indicates one of a plurality of possible indicator ~~hot key~~ forms.

47. (currently amended) The system of claim 45, wherein the data representing the indicator ~~hot key~~ form comprises a graphic.

48. (currently amended) The system of claim 47, wherein the graphic is displayed on the screen as the indication that the indicator ~~hot key~~ signal has been received.

49. (original) The system of claim 48, wherein the graphic is pre-selected by the user.

50. (currently amended) The system of claim 48, wherein the graphic is included in the indicator ~~hot key~~ signal.

51-75. (canceled)

76. (currently amended) A computer program product placed on a machine-readable medium having stored thereon a series of instructions, the instructions, when executed by a processor, cause the processor to:

receive, at a user device, an indicator ~~hot key~~ signal from an interactive television service provider's network, the indicator ~~hot key~~ signal indicating availability and a location of alternate content and containing data representing an indicator ~~hot key~~ form;

determine, at the user device, and independent of any request by a user of the user device for the alternate content, whether the indicator ~~hot key~~ signal is relevant to a user viewing original content provided by ~~from~~ the interactive television service provider's network; and

responsive to determining the indicator ~~hot key~~ signal is relevant to the user, display on a screen an indication that the indicator ~~hot key~~ signal has been received, ~~and~~ the indication corresponding to the data representing the ~~hot key~~ form;

wherein subject matter of the alternate content is different from subject matter of the original content; and

wherein the determining is based at least in part on one of the following: a channel providing the original content presently being viewed by the user; choice of content type selected by the user in viewing the original content; and genre of the original content selected by the user.


77. (currently amended) The machine-readable medium of claim 76, wherein the data representing the indicator ~~hot key~~ form indicates one of a plurality of possible indicator ~~hot key~~ forms.


78. (currently amended) The machine-readable medium of claim 76, wherein the data representing the indicator ~~hot key~~ form comprises a graphic.


79. (currently amended) The machine-readable medium of claim 78, wherein the graphic is displayed on the screen as the indication that the indicator ~~hot key~~ signal has been received.

80. (original) The machine-readable medium of claim 79, wherein the graphic is pre-selected by the user.


81-93. (canceled)